

WXIX

ORDER

Flight Dates 10/30/12-11/06/12

Contract / Revision 843525 /

Original Date / Revision
10/30/12 10/30/12

Advertiser Brown, S/D-United States Se

Agency Shorr Johnson Magnus

Buying Contact

1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Product

POLITICAL

Agency Com 15%

Billing Contact

1831 Chestnut Street
Floor 6
Philadelphia, PA 19103-3700

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate #

Alt Order #

Billing Type Cash

Order Type Political

Billing Cycle WEEKLY

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Candic

Product Codes PL, PL610, PL820

Priority P 1

Advertiser Ref

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	19	\$14,025.00	\$16,500.00	0.00	10/29/12	11/04/12	13	\$11,305.00	\$13,300.00
Totals	19	\$14,025.00	\$16,500.00	0.00	11/05/12	11/11/12	6	\$2,720.00	\$3,200.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WXIX	10/31/12	11/06/12	News @ 7a News @ 7am	Comm	7a-9a	MTWTF--	:30	5	\$600.00	P 1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/12	11/06/12	MTWTF--		5		\$600.00		0.00					
N 2	WXIX	10/31/12	11/06/12	News @ 5a News @ 5a	Comm	530A-6A (5:30 AM-6:00 AM)	MTWTF--	:30	5	\$400.00	P 1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/12	11/06/12	MTWTF--		5		\$400.00		0.00					
N 3	WXIX	10/31/12	11/06/12	News @ 6a News @ 6am	Comm	6-630A (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$600.00	P 1	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/31/12	11/06/12	MTWTF--		5		\$600.00		0.00					



Contract / Revision **843525** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/30/12/ 10/30/12

Order Sep 00:00:00

Advertiser **Brown, S/D-United States S** Product **POLITICAL**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 4	WXIX	11/01/12	11/01/12	X Factor Thursday X Factor Thursday	Comm	X Factor Thursday	---T---	:30	1	\$4,500.00	P 1	0.00	NM	1	\$4,500.00	
															1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---		1		\$4,500.00		0.00						
N 5	WXIX	11/04/12	11/04/12	Late News Su Late News Sun	Comm	10-1030P (10:00 PM-10:30 PM)	-----S	:30	1	\$1,400.00	P 1	0.00	NM	1	\$1,400.00	
															1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S		1		\$1,400.00		0.00						
N 6	WXIX	11/03/12	11/03/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----S-	:30	1	\$1,200.00	P 1	0.00	NM	1	\$1,200.00	
															1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-		1		\$1,200.00		0.00						
N 7	WXIX	11/04/12	11/04/12	Late News Su Late News Sun	Comm	1030P-11P (10:30 PM-11:00 PM)	-----S	:30	1	\$1,400.00	P 1	0.00	NM	1	\$1,400.00	
															1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S		1		\$1,400.00		0.00						
Totals														19	\$16,500.00	